

## Message Text

UNCLASSIFIED

PAGE 01 TEGUCI 01568 041751Z  
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----042224Z 054783 /75

R 041519Z APR 77  
FM AMEMBASSY TEGUCIGALPA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6275

UNCLAS TEGUCIGALPA 1568

E.O. 1165 "&53;CA  
TAGS: BEXP, HO  
SUBJ: WTDR/FTI

REF: USDOC 04650

1. HONDURAS 2. CNTRY CODE: 215 3. SER. NO: 0050900

4. DISTRIBUIDORA BARRETT, S.A. DE C.V.

5. P.O. BOX 96; 3 AVE. S.O. NO.7

6. SAN PEDRO SULA, HONDURAS

7. ESTABL: 1971 8. EMPL: 60 9. SIZE: (19-X) LARGE

10. REPUTATION: (22-X) EXCELLENT

11. SELLS ITS PRODUCTS IN HONDURAS

12. RPT. DATE: 04/77

13A. 20853/35 IMP AND DIST OF BOTTLED LIQUORS  
13B. 30111/35 IMP AND DIST OF PASSENGER CAR TIRES (CASINGS)  
13C. 30114/35 IMP AND DIST OF INNER TUBES  
13D. 20231/35 IMP AND DIST OF DRY MILK PRODUCTS AND MIXTURES  
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13E. 35230/35 IMP AND DIST OF FARM MACHINERY AND EQUIPMENT.  
13F. 28340/35 IMP AND DIST OF PHARMACEUTICAL PREPARATIONS, ALLL TYPES  
13G. 20320/35 IMP AND DIST OF FOOD SPECIALTIES, CANNED.  
13H  
35493/35 IMP AND DIST OF WELDING AND CUTTING APPARATUS.  
13I. 35514/35 IMP AND DIST OF BAG CLOSING MACHINERY

14. CONTACT: JAMIE ROSENTHAL, TITLE: MANAGER

15. CABLE: BARRETT 16. TELEX: NA 17. TEL: 521750

18. FINANCIAL REFS: BANCO ATLANTIDA, S.A., 3 AVE. 1 CALLE  
N.O., SAN PEDRO SULA, CITIZENS AND SOUTHERN INTERNATIONAL  
BANK OF NEW ORLEANS, INTERNATIONAL TRADE MART, NEW ORLEANS,  
LA.,

19. TRADE REFS: ROCKWELL INTERNATIONAL, 400 N. LEXINGTON  
AVE., PITTSBURG, PA. 15208, GOODYEAR WESTERN HEMISPHERE CORP.,  
1144 E. MARKET ST. AKRON, OHIO 44316.

20. AGENCY REP. OF EZE GOODYEAR TIRE AND RUBBER CO., 1144 E.  
MARKET ST., AKRON, OHIO 44316, FOR TIRES AND INNER TUBES,  
ACQUIRED 1921; ROCKWELL INTERNATIONAL, 400 N. LEXINGTON AVE.,  
PITTSBURG, PA. 15208 FOR CALCULATORS AND OTHER OFFICE MACHINES,  
ACQUIRED 1925, HOBART BROTHERS CO., 1221 HOBART RD., TROY,  
OHIO 45373, FOR WELDING EQUIPMENT; DEL MONTE CORPORATION.,  
BOX 3575, SAN FRANCISCO, CALIFORNIA 94110, FOR CANNED FOOD;  
CARNATION CO., 5045 WILSHIRE BLVD., LOS ANGELES, CALIFORNIA  
90036, FOR MILK PRODUCTS; DAVE FISCHBEIN CO., 2722 30TH AVE., S.,  
MINNEAPOLIS, MINN. 55406, FOR BAG CLOSING MACHINERY.

21. THIS FIRM IS ONE OF THE LEADER AGENT/DISTRIBUTORS IN  
HONDURAS. IT BEGAN IN 1919 AS A PARTNERSHIP BETWEEN ALVIN M.  
BARRETT, A U.S. CITIZEN, AND MR. YANKEL ROSENTHAL, A HONDURAN  
BUSINESSMAN. IT WAS TRANSFORMED INTO A CORPORATION IN 1971.  
IT HAS A BASIC CAPITAL OF 4,863,000 LEMPIRAS (US DOLS  
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2,432,500); 1976 SALES WERE OVER THREE MILLION DOLLARS. MR.  
BARRETT OWNS 24 PERCENT OF THE FIRM'S SHARES; MR. ROSENTHAL  
FAMILY ALSO HAS SUBSTANTIAL INTERESTS IN SEVERAL BANKING  
INSTITUTIONS SUCH AS BANCO HIPOTECARIO, BANCO CONTINENTAL  
AND BANCO FINANCIERA HONDURENA. IT ALSO HOLDS SHARE IN ONE  
OF THE MOST IMPORTANT LOCAL NEWSPAPERS (TIEMPO). THE FIRM  
HAS ITS MAIN OFFICE IN SAN PEDRO SULA AND OPERATES A BRANCH IN  
TEGUCIGALPA TO COVER THE ENITE COUNRTY. THE FIRM'S FINANCES  
ARE SOUND AND OBLIGATIONS ARE MET PROMPTLY. THE POST CONSIDERS  
THE SUBJECT AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: H. CASTILLO, APPROVED BY: M. KROMHOUT.  
BECKER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
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